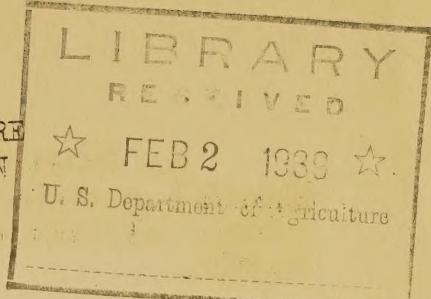


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UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL ADJUSTMENT ADMINISTRATION
Washington, D.C.



DIVISION OF INFORMATION

MEMORANDUM NO. 1

Re: Trade Association Lists

January 10, 1939

Among the suggestions which have come to us from the field as worthy of particular emphasis during the coming year is a proposal that men familiar with the AAA should be available, when requested, to speak before the meetings of various trade and industrial groups in the respective states in order that such associations as desire it may have a better understanding of what the farm program is and what it means to them as businessmen. In order to handle such requests adequately, the Division of Information is undertaking to provide supplementary service through the preparation of trade association convention date lists and compilation of background material for speakers. This will be handled as follows:

1. The Regional Contact Section will prepare state-by-state "master lists" at the beginning of the year of all available trade association convention dates, using "World Convention Dates," in the Department library, and other sources.
2. The Regional Contact Section will prepare monthly "correction sheets" giving changes in dates and new listings. This will be done between the 1st and 15th of each month.
3. The distribution of both the "master lists" and the "correction sheets" will be as follows: one set to the Director of Information; one set to Regional Contact Section; one set divided among Regional Contact field offices; two sets to Directors of Administrative Divisions for appropriate states, one of these sets to be distributed to state offices; two sets to Press and Publications Section; one set to the Director of Information, Office of Marketing and Regulatory Work; two sets to Regional Contact files.
4. Regional Contact Section will also prepare additional card-index files of all NATIONAL trade association conventions, and of all state and national press group meetings for special reference use. These dates will be included in the state-by-state lists as well.

The preparation of background material to service speakers on programs of the trade associations or other groups will be handled as follows:

1. Press and Publications Section will assemble background material according to fields of interest, and catalog sources of further information, checking each monthly "correction sheet" for new fields.

2. Requests for speakers' background information from state offices, division offices or elsewhere will be routed promptly to the Press and Publications Section, and promptly filled. Background information furnished in response to such requests will be cleared with Director of appropriate Administrative Division and by the Division of Information.

Service in the field in connection with speakers before trade association and other groups will depend upon the situation, but the following are general considerations:

1. In Washington, each monthly "correction sheet" should be transmitted to those on the distribution list with a letter requesting suggestions on groups that might want AAA speakers.

2. Regional Contact field men should check lists for their states closely and supplement these lists both to state offices and to the Washington office.

3. Data valuable as background in any field of interest touched by the list should be contributed to the Press and Publications Section.

4. Active encouragement should be given to members of state committees, leading farmers and state administrative personnel to take advantage of opportunities for speakers to appear before the trade associations listed, or others.

5. Follow-up should include efforts to make available news reports of the talks and similar explanatory material on the farm program to house organs of the trade groups.

Wayne H. Darrow

Wayne H. Darrow, Director
Division of Information